

Salary Schedule	MOU	Benefits
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City of Alameda
Code No. 7610
Approved by C.S.B
August 13, 1997

MARKETING COORDINATOR

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DEFINITION

Under direction, serves as liaison and coordinates Bureau business development services programs and activities involved in the recruitment and retention of large or special needs commercial utility customers. Performs other related duties as required.

DISTINGUISHING FEATURES

Positions allocated to this class are responsible for functions that are wide ranging in scope and or application. Work in the class is distinguished from that of lower classifications by this broader scope of responsibility, performance of highly complex and/or specialized assignments, the greater competence with which an incumbent is expected to operate and by the level of supervisory responsibilities the incumbent may assume.

EXAMPLES OF DUTIES

1. Develops and implements practices and methods to provide effective business recruitment and retention programs for major commercial utility customers.
2. Negotiates, recommends and implements complex agreements related to business recruitment and retention programs; conducts and presents cost benefit analyses.
3. Develops and implements customized business relationships and marketing plans.
4. Works with City departments and other agencies to recruit and/or retain existing commercial utility customers.
5. Assesses and responds to commercial utility customer needs.
6. Serves as liaison for business customers in dealing with Bureau and City staff; coordinates delivery of services and activities in areas such as rates, energy services, customer billing, distribution services and management activities to assure a relationship consistent with the Bureau's mission statement.
7. Conveys and explains technical and/or complex information regarding rates, rate trends, energy efficiency programs, developing technologies, environmental regulations and permitting processes.
8. Acts as project manager/team leader in developing, proposing, improving and implementing responsive and/or customized procedures and services.
9. Develops and prepares marketing materials.
10. Prepares and may present various administrative, summary and financial reports; prepares routine and special reports to document the activities and operations of the Bureau, and to recommend action by the Public Utilities Board or other authorities.
11. Attends trade shows, conferences and community events; maintains good public relations, and takes an active part in civic affairs.
12. May direct functional activities of assigned staff.

EMPLOYMENT STANDARDS

Any combination equivalent to education and experience likely to provide the required knowledge and abilities. A typical way to obtain the knowledge and abilities would be:

Education: Graduation from an accredited four-year college or university with major course work in marketing, engineering, business administration or the equivalent.

Experience: Five years of progressively responsible professional experience in customer services, at least two of which shall have been in a direct marketing position. Experience with utilities, economic development, and/or business recruitment/retention programs is desirable.

Knowledge

Knowledge of principles and practices of customer relations, business decision making, marketing and economic development; project planning and application of demographic data to program planning; general electrical theories; commercial and industrial electrical usage; and related federal, state, and local laws, rules, regulations, and codes.

Abilities

Ability to develop, coordinate, and implement effective commercial utility customer recruitment and retention programs and activities; assess customer needs; analyze, interpret and apply complex technical data and information; conduct cost benefit analyses; perform mathematical and statistical calculations; use computer equipment and related software applications; negotiate and administer service agreements; maintain level of knowledge required for satisfactory job performance; communicate effectively; establish and maintain effective working relationships with employees, public officials, other departments and agencies, businesses, and the general public.

Other Requirements

Possession of a valid California Driver's License and satisfactory driving record as a condition of initial and continued employment.